

Seattle City Light

2014 Strategic Plan Update

Public Engagement/Communications Plan

Purpose

To inform customers, community advocates and policy makers about the 2013-2018 Strategic Plan, and the utility's accomplishments implementing it to date. We also want to provide opportunities for feedback on the Strategic Plan update. This plan lays out a strategy and scope of work to get the maximum outreach by using a combination of in-person meetings, social media, story placements in traditional media, outreach to non-English speaking communities, and limited paid advertising.

Strategy

1. Utilize existing neighborhood community meetings to reach residents.
2. Utilize consultant help to reach underrepresented and non-English speaking communities.
3. Utilize social media in a more substantial way to seek input.
4. Cultivate neighborhood bloggers.
5. Work with traditional media to informative news coverage of the issues facing the utility.
6. Ask customers to take an online survey.
7. Involve City of Seattle elected officials, where appropriate.

Messaging Framework

- City Light has made tremendous progress implementing the first year of the 2013-2018 Strategic Plan – we're on the right course, but there are still challenges ahead.
- The four objectives in the Strategic Plan will continue to be reflected in the update.
 1. Improve customer experience and rate predictability.
 2. Increase workforce performance and safety practices
 3. Enhance organizational performance
 4. Continue conservation and environmental leadership.

Scope of Work

Customer Survey

- A random sample of customers will be sent an email from City Light inviting them to take the online survey (similar to what was done over the summer on rate design).
- The survey will also be posted on the Strategic Plan website. We will use social media and perhaps traditional media to drive visitors to that site and take the survey.

City Light employee outreach

- Employee survey (same content as the customer survey)

In-Person Community Briefings

- Seek time at existing Community Council meetings and neighborhood groups.

- Engage the Department of Neighborhoods' District Coordinators in outreach efforts.
- Work with The Connections Group, and other utility staff to reach underrepresented and non-English speaking communities.
- Summarize and post all outreach efforts on the Strategic Plan website.

Traditional Media

- Pitch City Hall reporter from the Seattle Times (Lynn Thompson) to do a story on national trends in energy use and the Strategic Plan update. This would be a face-to-face briefing with the General Manager/CEO to set the context. We will also pitch inclusion of the utility's use of social media to engage more customers in the discussion.
- TV and radio interviews will be done on request.
- Customer comments on social media, and media websites, will be tracked and responded to. Responses will also be added to our frequently asked questions and posted on the Strategic Plan website.
- Guest op-ed (TBD).

Neighborhood blogs

- Session for bloggers. We would invite bloggers to a briefing session with a City Light executive, and then follow-up with any who were unable to attend.
- Create a series of 4 to 5 blog posts (200 words or less) and seek placement in the neighborhood papers (online) or put them on City Light's Power Lines blog. The purpose of the blog will be to invite people to the neighborhood meetings and to give feedback on the Strategic Plan website.

Online/Social Media

- Create an online live chat for residential customers with a City Light executive about the Strategic Plan that would be hosted on our Facebook/Twitter pages. After the live chat we will summarize the topic-areas of the questions and provide more in-depth answers on the Strategic Plan website.
- Promotion of the live online chat would include postings on social media platforms with links to the Strategic Plan website and information about customer engagement. People would be asked to submit their questions via Twitter to @seacitylight with a #strategicplan hashtag. Or they could submit questions in the comments section of our Facebook post, the answers could be displayed on the Facebook page and on the Strategic Plan website.
- Produce and post a video describing the Strategic Plan, accomplishments to day and the update process.
- One-page fact sheet and FAQ for the Strategic Plan web page.

- Develop a PowerPoint presentation about the Strategic Plan and accomplishments implementing it to date.
- Create at least one Power Lines blog post.
- The day after the live chat session utilize social media to thank customers for their participation and “here’s what we heard,” then point people back to the Strategic Plan website for details and additional opportunities to comment.

Advertising

Create some banner ads in the neighborhood blogs to direct people to our Strategic Plan website (ask for feedback) and/or promote live chat.

Strategic Plan Website

Update content of website and serve as the hub for Strategic Plan content. Things to include:

- Folio
- FAQ
- Online survey
- Guest op-ed (TBD)
- News coverage links
- Community meeting calendar
- PowerPoint presentation
- Blog postings
- Summary report of customer outreach

SCL staff responsibilities:

- Website content (SCL communications staff with review by Sephir and Maura)
- Presenters for community meetings/live chat/ **media interviews (TBD)**
- Ongoing media outreach (Scott)
- Create banner ads for live chat (Tyson with review by Sephir)
- Set-up of community council presentations (Tyson)
- Video creation (SCL communications staff with input from Sephir and Maura)
- Send out customer/employee survey (TBD)
- All social media content and sending messages out (Scott, Tyson and others TBD)

Consultant responsibilities:

- The Connections Group:
 - Create plan and direct inclusive outreach and public engagement to reach historically underrepresented communities
- Cocker Fennessy:
 - Create online survey plus analysis and presentation
 - Write Strategic Plan update
 - Create Folio for use at community meetings and other outreach
 - Create FAQ
- Bichsel Public Affairs:

- Review all messaging materials as needed (advertising, website content, FAQ, Folio, etc...)
- Create summary report of outreach (in partnership with SCL staff)
- Create PowerPoint presentation and talking points for community meetings
- Write guest op-ed (if necessary)

Deliverables Timeline:

- Online customer survey:
 - Draft presented at the Review Panel meeting on Feb. 24.
 - Survey available online TBD
 - Results presented at the end of March
- Employee survey: TBD
- Schedule presentations to Community Councils : Ongoing
- Present to Community Councils and other neighborhood groups: Feb -March.
- Media outreach: TBD
- Briefing for neighborhood bloggers: TBD
- Advertising: March (depending on timing of live chat on social media)
- Set-up social media/live chat: Feb.
- Hosted, live chat: TBD
- Website content changes: Feb./March
- Video completed: By end of Feb.
- Materials completion: In Feb. for use in community meetings (Folio, talking points, PowerPoint presentation, FAQ)
- Non-English speaking customer outreach: Feb. 1 – March 14
- Strategic Plan update (Folio will be used to solicit public comment, full Strategic Plan update goes to the mayor): TBD
- Summary of customer outreach: By April 4